

Joboffer dated from 07/06/2017

Marketing Analyst (f/m)

Field:	Marketing / PR
Type of employment:	Full-time
Entry date:	immediately
Zip Code / Place:	
Country:	Germany

Company data

Company:	Kolibri Games GmbH
Street adress:	Hallesches Ufer 60
Zip Code / Place:	10963 Berlin



Contact Person

Name:	Emilie Farnir
Position:	HR Manager
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Job description

Marketing Analyst (f/m)

At Fluffy Fairy Games you will... ☐ take ownership of everything you do. Be in an unique environment, a true no-bullshit meritocracy where your skills and efforts really make a difference. Build fast and ship faster. Try hard and learn harder. Grow with every problem encountered. Be paid at industry level. Have access to management all the time.

And you will not... ☐ get your game killed in an intransparent gate process. Wait a week for a management decision. Compromise on a viable idea because of somebody else's gut feelings. Be surrounded by interns who shoulder much of the actual work without real pay or a chance to land a job. Watch the lead engineer fiddle about for days in search of a perfect solution if a solid hack would have solved the problem. Et cetera. You get the picture.

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Responsibilities

- Increase overall campaign performance, efficiency and ROI
- Take part in strategic planning of new campaigns based on well-founded analysis
- Iterate and optimize our UA campaigns based on results quickly
- Provide direct quantitative and operational support our Marketing Director
- Ensure a successful representation of our mobile game Idle Miner Tycoon in the App Stores
- Analyze and report KPI performance to management and Marketing Team on a regular basis
- Optimize targeting, marketing spend, bids and budget allocation

☐

Skills

- Passion for games, especially mobile games
- Highly motivated and open-minded, well-organized work approach
- Advanced knowledge of Excel and strong analytical skills
- Experience in digital performance marketing and user acquisition campaigns
- Experience with R and/or ASO is a plus

☐

Join our team ☐ In Karlsruhe & continue your career with us in Berlin starting January 2018.
We offer free fruits & snacks, a lot of Club Mate and coffee!

Please send your full application (CV, cover letter, work sample, certificates) to Sophie at jobs@fluffyfairygames.com

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